

To: Young, Mark
From: Richards, M
Posted: 8/24/97 17:31
Opened: 8/25/97 17:31
Subject: Winston NO BULL 3 weeks

My Br anjm

Dear Mark,

The Team approach of all sales and retail reps working together has exceeded our expectations.
The enthusiasm of each group continues to "rub off" on the retailers.....something I have never seen.

An interesting footnote to this Blitz is during consumer conversions many competitive smokers
have actually said " If it was the same old Winston you would never have gotten me to try it".....No Bull.

PDI and Pos placement is the best in years.....the message is out there!

One other interesting point is that not one retailer has commented that a Winston smoker has changed brands due to the
repositioning.....complained..yes.....switched.....no.

Bring on the New Salem,

Marshall

CC: Alese, Louann F.

51851 9465